Business Plan for New Customers

Target Customer Group

| First Target Group | Second Target Group |

Target Age Groups

Age Groups
- 60 and ... — 33,06%
- 45-60 — 29,6%
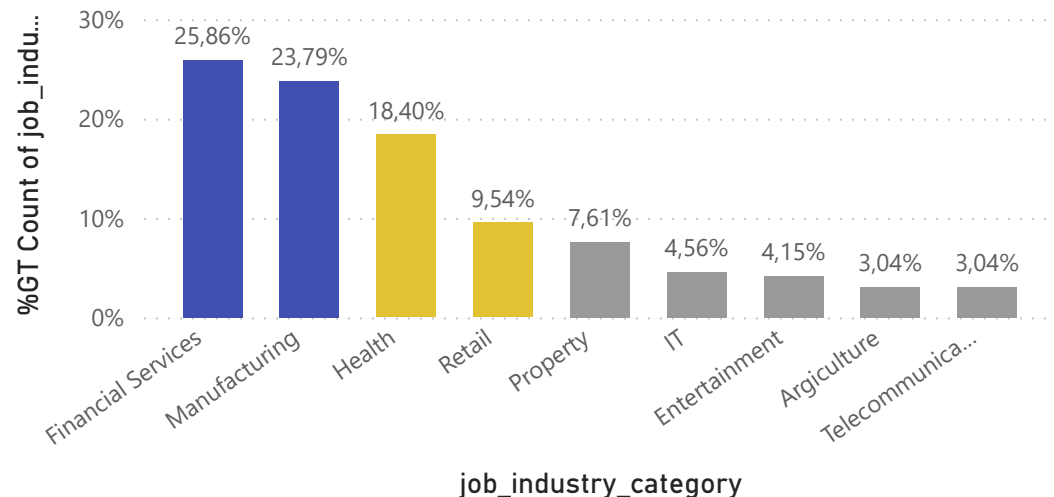- 31-45 — 20,5...
- 17-30 — 16,79%

Target Wealth Segment

Segment	Value
Mass Customer	499
High Net Worth	249
Affluent Customer	235
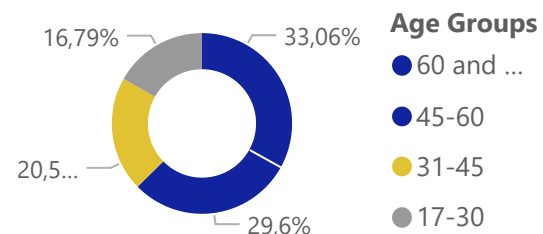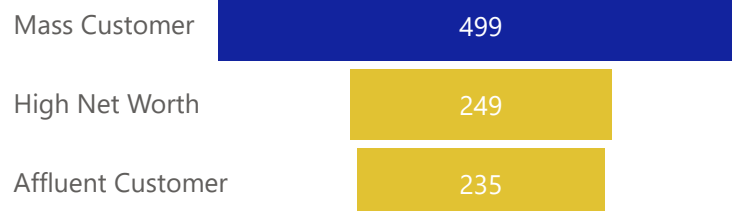
Target Industry Groups Highlight

%GT Count of job_indu... by job_industry_category

- Financial Services — 25,86%
- Manufacturing — 23,79%
- Health — 18,40%
- Retail — 9,54%
- Property — 7,61%
- IT — 4,56%
- Entertainment — 4,15%
- Argiculture — 3,04%
- Telecommunica... — 3,04%

Target State

st... ● NSW ● QLD ● VIC

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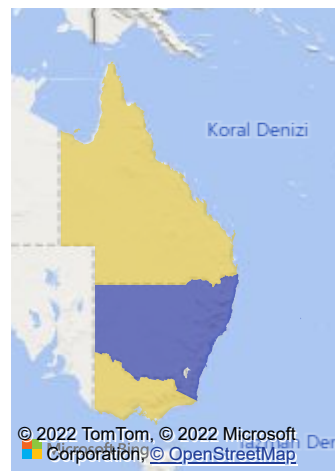
Main Products Group

| Highest Sell Potential | High Sell Potential |

Best Selling Products

product_line product_size — Sum of profit
- Standard medium
- Standard large
- Touring large
- Road medium
- Road large
- Standard small
- Touring medium

0M — 5M
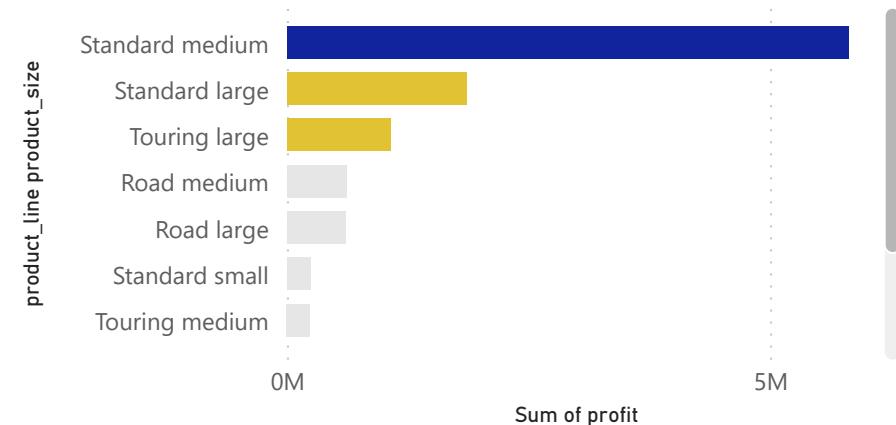
Best Selling Product Class

| medium | low | high |

Sum of profit by brand

- WeareA2B
- Solex
- Trek Bicy...
- Giant Bi...
- OHM Cy...
- Norco Bi...

brand